Kari Kuehl is the Director of Sales at Feed Components, a progressive and transformational dairy nutrition group based out of East Troy, WI. Focused on representing the next generation of dairy nutrition and research. Feed Components is a group of producers, nutritionists, technicians and salespeople are dedicated to creating value for nutritionists and producers to help take their businesses to the next level.

As the Director of Sales, Kuehl oversees the development and execution of sales strategies and account management in addition to managing the sales team. She collaborates with the management team to identify and develop marketing initiatives and seek new service opportunities.

In addition to being Chair of the American Dairy Coalition's Executive Advisory Committee, Kuehl is an Executive Member of Dairy Cares of Wisconsin. She previously held a position as a Corn Growers Association of Wisconsin Board Member. As an advocate for industry Kuehl regularly participates and volunteers for events (i.e. Breakfast on the Farm, WI Farm Tech Days, World Dairy Expo, etc.) and organizations (i.e. WI Farm To Table, Dairy Girl Network, CommonGround of WI, DBA, etc.).

With a deep passion for the dairy community, Kuehl believes in proactively supporting the betterment of the industry. Kuehl identified a need for those within the industry to share their story and founded the Wisconsin Farm to Table, a Not-For-Profit organization. By providing the stage for the ag industry to tell and show their food story, WI Farm to Table events bring consumers that are 3-4 generations removed from farming, to the farm for an elaborate local meal.
 Kuehl devotes many hours to provide this educational opportunity and proceeds from the events go to local agriculture groups such as FFA and 4-H.
Kuehl attributes her dairy passion to the people she has met along her journey. Having grown up around highly skilled dairy producers in Northeastern Wisconsin, she had the opportunity to connect, network and learn from many in the dairy industry.